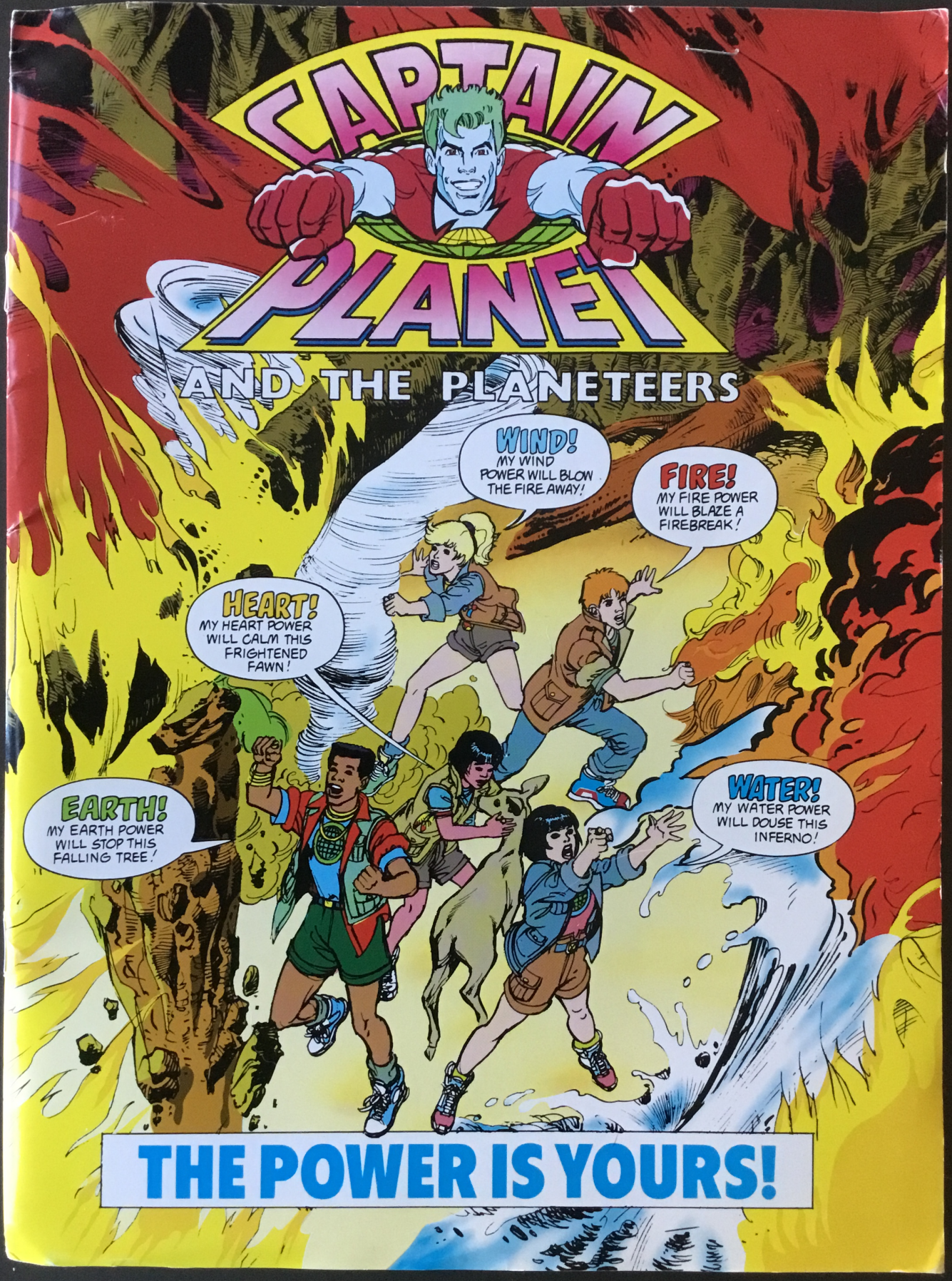
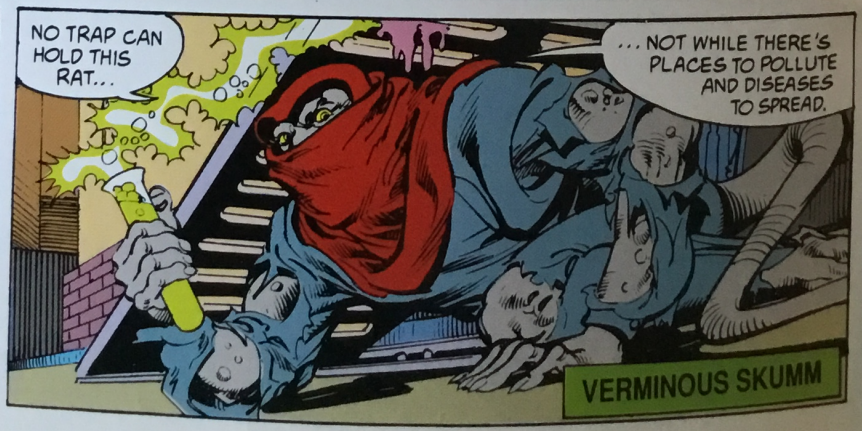

CAPTAIN PLANET
AND THE PLANETEERS
WIND! MY WIND POWER WILL BLOW THE FIRE AWAY!
FIRE! MY FIRE POWER WILL BLAZE A FIREBREAK!
HEART! MY HEART POWER WILL CALM THIS FRIGHTENED FAWN!
EARTH! MY EARTH POWER WILL STOP THIS FALLING TREE!
WATER! MY WATER POWER WILL DOUSE THIS INFERNO!
THE POWER IS YOURS!

INTRODUCING THE SENSATIONAL CAPTAIN PLANET

THERE IS ONLY ONE PLANET IN THE UNIVERSE KNOWN TO SUSTAIN LIFE... BUT POLLUTERS NOW PLACE THIS WORLD AT RISK.



RECYCLED PAPER

AND SO WERE FORMED...
THE PLANETEERS
WITH THE POWER OF EARTH...
KWAME
WITH THE POWER OF FIRE...
WHEELER
WITH THE POWER OF WIND
LINKA
WITH THE POWER OF WATER...
GI.
WITH THE POWER OF HEART...
MA-TI

AND WHEN THE PLANETEERS COMBINED THEIR POWERS, THEY BROUGHT FORTH A HERO FOR EARTH...
CAPTAIN PLANET
TOGETHER THEY BATTLE THE ECO-VILLAINS WHO POLLUTE AND PILLAGE OUR PLANET

RECYCLED PAPER

CAPTAIN PLANET AND THE PLANETEERS

For Immediate Release

THE STARS COME OUT FOR CAPTAIN PLANET AND THE PLANETEERS

CAPTAIN PLANET AND THE PLANETEERS℠, the new animated environmental action-adventure series, features a star-studded cast.

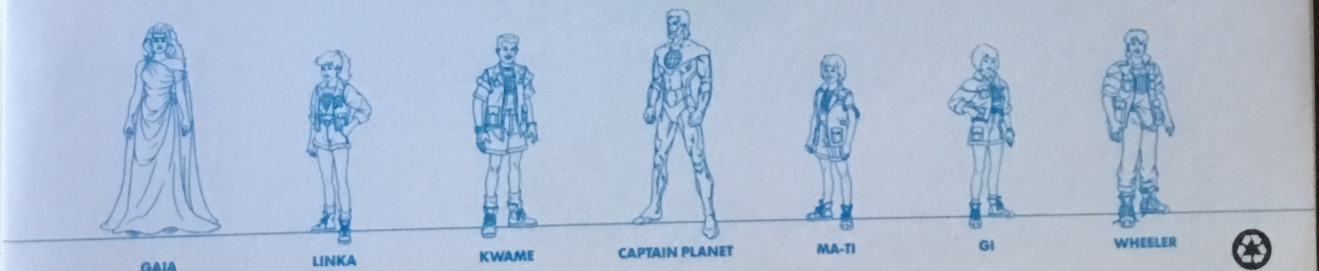
Already, more than a dozen talented celebrities have lent their voices to a variety of creative, unusual, and sometimes comical cartoon characters. Among them are: Edward Asner, LeVar Burton, James Coburn, Tim Curry, Phyllis Diller, Whoopi Goldberg, Jeff Goldblum, Mark Langston, David Rappaport, John Ratzenberger, Meg Ryan, Charlie Schlatter, Martin Sheen, Sting and Dean Stockwell.

David Coburn ("thirtysomething," "Growing Pains," "The Fabulous Baker Boys") stars as the voice of Captain Planet, an environmental superhero with supernatural powers.

Goldberg ("The Color Purple," "Clara's Heart," "Burglar") plays series regular Gaia, the spirit of Earth. Each week she guides the Planeteers on a new adventure. She gives them magic rings that enable them to control the powers of nature – Earth, Fire, Water, Wind and Heart. When the Planeteers combine their powers, they summon Earth's first eco-hero, Captain Planet.

"I love this project and I think kids will too," says Goldberg. "It's a lot of fun."

–MORE–



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Starring as the Planeteers are: LeVar Burton ("Roots," "Star Trek: The Next Generation") who plays Kwame, the Planeteer from Africa; Joey Dedio ("The Karate Kid," the TV series) who plays Wheeler from North America; Kath Soucie ("Tiny Toons," "The Real Ghostbusters") who plays Linka from the Soviet Union; Janice Kawaye ("Sixth Street Kids," "Night of the Comet") who plays Gi from Asia and Scott Menville ("Ernest Goes to Camp," "Newhart") who plays Ma-Ti from South America.

Says Burton about the environment: "Our Earth has been so giving and loving, and we haven't respected that gift at all. We must turn our attention to this area of our lives."

Most of the stars play the voices of environmental villains. Asner ("The Mary Tyler Moore Show," "Lou Grant") gets the series off to an evil start as Hoggish Greedly, a human of pig-like proportions who lives to devour the Earth's resources. His partner in crime, Rigger, is played by John Ratzenberger ("Cheers").

"We have a responsibility to encourage the next generation in saving and preserving Mother Earth," explains Asner when asked about his participation in CAPTAIN PLANET AND THE PLANETEERS. "Besides, Hoggish Greedly is a wonderfully challenging villain for me to portray – he is so evil and beastly."

James Coburn ("The Magnificent Seven," "Our Man Flint") plays Looten Plunder, a character who is suave and urbane, and who plunders the planet for profit.

"I'm happy to help CAPTAIN PLANET AND THE PLANETEERS save the Earth in any way I can," says Coburn.

Goldblum ("The Big Chill," "The Fly") puts bite in the character of Verminous Skumm, a rat-like individual who lives to spread disease and filth. Rappaport, ("Time Bandits," "The Bride"), before his tragic death earlier this year, recorded several episodes as the voice of Mal, the temperamental computer sidekick to Dr. Blight. His role has been assumed by his friend Curry ("The Rocky Horror Picture Show," "Legend"). Ryan ("Joe Versus the Volcano," "When Harry Met Sally...") plays Dr. Blight, a super-scientist who uses her knowledge to create bio-chemical monstrosities.

-MORE-

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Schlatter ("18 Again," "Heartbreak Hotel") plays Hoggish Greedly, Jr., a smaller version of Pop but not yet set in his polluting ways. Sheen ("Apocalypse Now," "Wall Street") plays the ultimate huckster, Sly Sludge, who dumps garbage and toxic waste into oceans, parks and even people's backyards.

"Sly Sludge is so sleazy," says Sheen. "This dude is low down...it's a kick to play a bad guy for a change."

Musician Sting ("Julia and Julia," "Dune") portrays Gaia's nemesis, Zarm, a war-like Earth spirit.

Says Sting: "We're going to have a lot of explaining to do in 20-years' time when our kids ask, 'What happened to the forests?' That's why I think this show is so important."

Stockwell ("Married to the Mob," "Quantum Leap") is the voice behind Duke Nukem, an eco-villain who thrives on radiation.

Stockwell sums up his role in this way: "I've always enjoyed playing characters that are dangerous and offbeat, and to be able to send a positive message to the public through an evil character makes it even more fun."

Diller ("Splendor in the Grass," "Boy, Did I Get a Wrong Number!") plays Jane Goodair, an environmentally concerned auto designer. California Angel pitcher Langston plays a computerized security system at a nuclear plant. Floyd Red Crow Westerman plays Chief Yellow Feather, an Indian chief struggling to save the forests of the northwestern United States.

-MORE-

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GAIA

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CAPTAIN PLANET AND THE PLANETEERS[SM], a co-venture of TBS Productions, Inc. (TBS) and DIC Enterprises, Inc., is expected to premiere on 185 stations, representing 98 percent of the US, beginning Saturday, September 15. (Check local listings for times.) Currently, it is sold to 150 stations nationwide. Internationally, the series also will debut in the fall and will air on almost every continent. To date, more than 50 countries – including Algeria, Brazil, Canada, Egypt, France, Italy, Mexico, Morocco, New Zealand, Spain and Zimbabwe – have cleared the series. CAPTAIN PLANET AND THE PLANETEERS[SM] also will launch on TBS SuperStation, Sunday, September 16.

- 30 -

CONTACT:

Atlanta	Karen Nicol	404/827-1396
New York	Pamela Dill	212/714-7855
Los Angeles	Joe Swaney	213/558-7331
Washington DC	Eileen Murphy	202/898-7567
DIC Enterprises, Inc.	John Michaeli	818/955-5607

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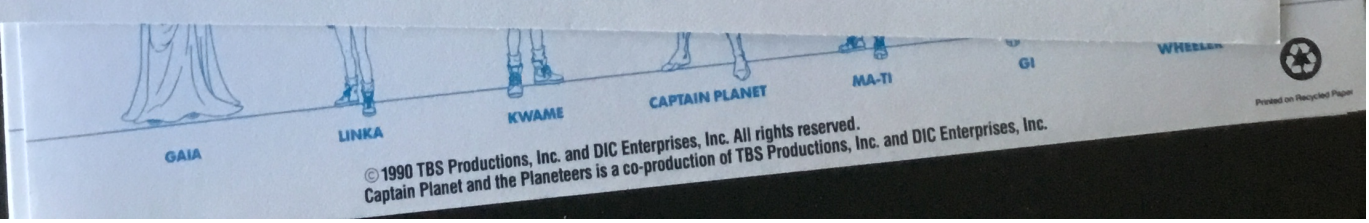

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AND THE PLANETEERS

For Immediate Release

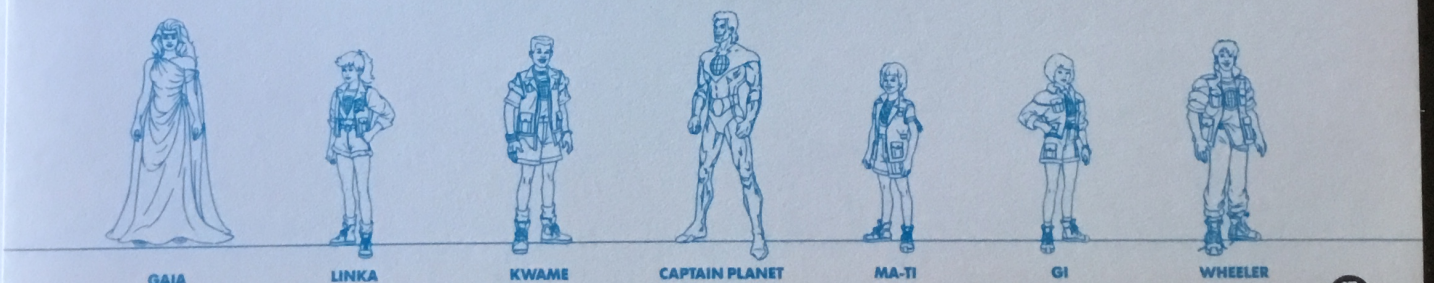
CAPTAIN PLANET AND THE PLANETEERS℠
TV'S BRIGHTEST NEW STARS

Move over Superman, Batman and Spiderman, there's a new superhero on the block and he plans to offer kids action-packed adventure and a chance to help save the environment. He's Captain Planet, the ever-changing eco-hero from within our Earth, who, with the help of five young people from around the globe called Planeteers, fights a never-ending battle against eco-villains out to destroy the world.

Each weekly half-hour animated episode finds the Planeteers on a new quest. In the first episode, "A Hero For Earth," the Planeteers battle a terrible oil spill instigated by a selfish devouring human of pig-like proportions, Hoggish Greedly, and his sniveling sidekick Rigger. In another show, they travel to the African savannah to stop Looten Plunder, an evil scheming industrialist, from killing endangered elephants for quick profit.

Whatever the problem, from garbage dumping to rainforest destruction, the Planeteers are ready to take action. With the aid of rings given to them by Gaia, the spirit of Earth, they each control one special element of nature – Earth, Wind, Water, Fire and Heart. The Planeteers use their powers to take on environmental disasters created by the eco-villains. "You must have faith in yourselves," Gaia tells her newly recruited Planeteers. "You're fighting for the good of the whole world." When the situation becomes critical, they join their powers together to summon Captain Planet.

–MORE–



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Captain Planet and the Planeteers work together to prevent the eco-villains from looting and polluting the Earth's resources. Once the problem is under control, Captain Planet returns to the Earth, leaving this message for Planeteers everywhere – "The Power is Yours!" Each episode ends with a :30 tag including tips on how people can be a part of the solution.

CAPTAIN PLANET AND THE PLANETEERS℠, a co-venture of TBS Productions, Inc. and DIC Enterprises, Inc., is expected to premiere on 185 stations, representing 98 percent of the US, beginning Saturday, September 15. (Check local listings for times.) Currently, it is sold to 150 stations nationwide. Internationally, the series also will debut in the fall and will air on almost every continent. To date, more than 50 countries – including Algeria, Brazil, Canada, Egypt, France, Italy, Mexico, Morocco, New Zealand, Spain and Zimbabwe – have cleared the series. CAPTAIN PLANET AND THE PLANETEERS℠ also will launch on TBS SuperStation, Sunday, September 16.

Executive producers of the series are Andy Heyward (DIC), Robby London (DIC) and Barbara Y.E. Pyle (TBS). Supervising producers include Nicholas Boxer (TBS), Thom Beers (TBS), Will Meugniot (DIC) and Cassandra Schafhausen (DIC). Boxer also is TBS executive in charge of production, and Roger Mayer is TBS executive in charge of operations. The series is directed by Meugniot. Story editors are Bruce and Reed Shelly. The idea for Captain Planet was originated by TBS Board Chairman and President R.E. Turner.

–30–

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CAPTAIN PLANET AND THE PLANETEERS

Production Notes

"We have to manage our planet, and we have to do it on a global basis. It's the greatest challenge that humanity has ever faced, and it's the most exciting time to be alive." – R.E. Turner

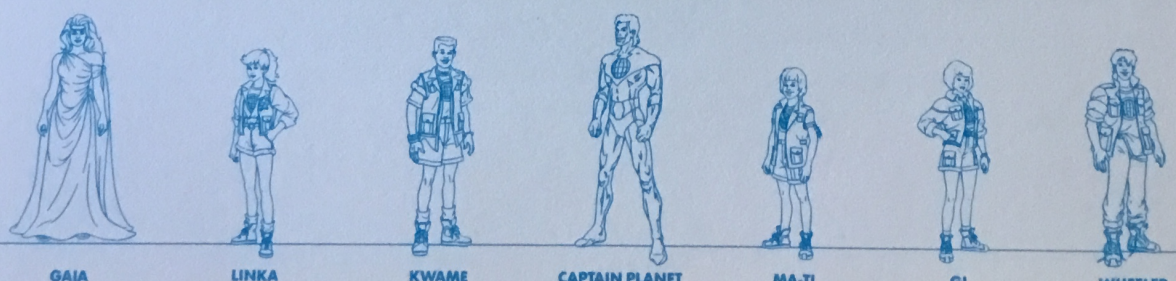
OVERVIEW

Turner Broadcasting System, Inc. (TBS) has been a leader in environmental programming since 1980. In an effort to inform viewers about such serious issues as global warming, pollution and species extinction, TBS, in a co-venture with DIC Enterprises, Inc. (DIC), has created the world's first animated environmental action-adventure program – CAPTAIN PLANET AND THE PLANETEERS.℠ The 26-episode series, making its debut fall 1990, airs worldwide in syndication and on TBS SuperStation.

PREMISE

Gaia, the spirit of Earth, awakens from a 100-year nap to discover the devastating effects people have had on our planet's environment in the 20th century. Fearing for the future, she calls upon five special young people from around the world – *Wheeler* (North America), *Linka* (Soviet Union), *Gi* (Asia), *Kwame* (Africa) and *Ma-Ti* (South America) – to lead the battle against further destruction of the Earth. She gives these *Planeteers* magic rings that enable each of them to control one element of nature – Earth, Fire, Water, Wind and a very special power, Heart. When the Planeteers join their powers together, *Captain Planet*, an environmental superhero, is summoned. Together, they battle the eco-villains who are trying to destroy the Earth.

Each episode ends with a :30 epilogue including tips for viewers on how they can be a part of the environmental solution through recycling, carpooling, etc.



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THE MAKING OF AN ENVIRONMENTAL HERO

In the fall of 1988, TBS Board Chairman and President R.E. Turner had an idea for an environmental superhero. "The champion of environmental causes should be a superhero who sets out to battle environmental problems in order to preserve the Earth's natural resources," he said. "He will be *Captain Planet.*" Turner wanted the series to appeal to children of all ages and races. To that end, five Planeteers were created – each from a different region of the globe and each with a different power. Turner's idea grew into a series, CAPTAIN PLANET AND THE PLANETEERS.℠

Turner assigned a group of company executives, spearheaded by Turner Entertainment Networks (TEN) President Gerry Hogan, to meet with animation companies in Los Angeles and appointed Barbara Y.E. Pyle, vice president of environmental policy for TBS and environmental editor for CNN, as executive producer of the series. In November, the group, armed with premises written by Pyle, approached three animation companies. DIC Enterprises, Inc., one of the world's foremost producers of children's programming, agreed to co-develop and co-produce the series.

"Ted is a visionary," says DIC President Andy Heyward. "We were excited about his plan to communicate the need for protecting the environment by taking the message to children."

"DIC is a leader in developing children's action-adventure programming," comments Turner, "and TBS has been involved in the creation and distribution of environmental programming for over a decade. The combination of our companies' talents has led to the launch of this series."

THE ANIMATED ADVENTURE BEGINS

The team of producers chosen from both companies included Executive Producers Andy Heyward (DIC), Robby London (DIC) and Barbara Y.E. Pyle (TBS); and Supervising Producers Nicholas Boxer (TBS), Thom Beers (TBS), Will Meugniot (DIC) and Cassandra Schafhausen (DIC). Together, they set out to turn environmental issues into exciting children's programming. "To turn an environmental issue into an entertaining cartoon for children is one of the most complex and difficult challenges that anyone could ever face," states Pyle.

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After six months, the series concept was developed. "It took many creative sessions to develop the backstory and characters," comments London. "We had to make CAPTAIN PLANET AND THE PLANETEERS entertaining to children, without compromising the nature of the problems." Under the guidance of directors Will Meugniot and Michael Maliani, top talents began designing the characters. "We met with the producers and worked out what each of the characters would look like," says Meugniot. "We wanted to give the Planeteers a style all their own – something to make them stand out."

Producers Boxer and Beers developed 40 action-packed storylines dealing with an array of environmental issues – issues that had to be introduced and translated into entertaining stories. Boxer likened it to translating a language. "The goal is to get children interested in the language of environmentalism. To make them understand things like carbon dioxide – what it means, where it comes from and why too much of it – is not a good thing."

With the premises in place, DIC Story Editors Bruce and Reed Shelly enlisted writers to create the episodes. "This was a very interesting project for us," says Bruce Shelly. "We consulted with the producers to develop stories and, in turn, became more familiar with the environmental problems. We balanced the issues with action sequences to produce exciting episodes."

The first episode of the new series, "A Hero for Earth" deals with the complex, yet very visual issue of oil spills. The story explains the origin of the Planeteers: how they were called by Gaia, why they received their special rings and how they learned to use their powers. It also introduces the first of several eco-villains.

ECO-HEROES FOR EARTH

Developing the principal characters – Gaia, the Planeteers, Captain Planet and the eco-villains – took months. TBS and DIC producers created a "writer's bible," with the assistance of writer Phil Harnage, that outlined the various characters and their personalities. Gaia is the spirit of Earth and advisor to the five Planeteers. She also is their link to the environmental threats facing the planet. Through her "Planetvision," she directs the Planeteers to the most urgent eco-emergencies.

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"Gaia is a very special character," comments Pyle. "She is the embodiment of the planet itself. She is compassionate towards all living things and feels the pain of the Earth's destruction." Gaia guides the Planeteers from adventure to adventure, lending her support.

Although different in many ways, the Planeteers share one overwhelming passion - the heartfelt desire to save the Earth. "We wanted the Planeteers to represent the Earth's cultural diversity," states Pyle, "but also to share a common goal - ridding the planet of environmental problems." With the aid of rings, given to them by Gaia, they each control one special element of nature that is an extension of their personalities and talents. "As we developed each of the characters," explains Boxer, "we matched their skills and backgrounds to the powers they were given." At their home base, Hope Island, Gaia and the Planeteers live in harmony with nature. With these characters in place, the team turned their creative efforts to the role of Captain Planet.

The development of Captain Planet was a long and arduous process. The character went through dozens of artistic transformations before he reached his present form. "We wanted to create a superhero who would not be representative of one country," explains Turner. "He had to be someone that every kid could look up to." With that in mind, the team began developing "the look" for its superhero.

"Captain Planet was the most difficult of the characters to conceptualize," states Pyle. "We knew we had to make him universal, so we made him out of crystal, and gave him the colors of life: sky-blue skin, grass-green hair and earthy brown eyes." Intellectually, he possesses an encyclopedic knowledge of the universe; emotionally, he is a blend of the five disparate personalities and imaginations of the Planeteers. He is their heart and soul and a symbol of their teamwork and cooperation.

"Our objective," explains London, "was to create a character that children would want to emulate. Captain Planet shows viewers that they too can be eco-heroes for Earth."

When the Planeteers summon their superhero, they give up their powers. Captain Planet is the sum of their powers combined and magnified. He has the strength of an earthquake, the power of a tidal wave and the force of a hurricane. If, however, he is exposed to toxic waste, smog, acid rain or other pollutants, his powers are temporarily diminished or lost.

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A GALLERY OF VILLAINS

In each episode, CAPTAIN PLANET AND THE PLANETEERS face a rogue's gallery of larger-than-life eco-villains. These unique cartoon evil-doers include despicable characters like Verminous Skumm, whose goal is to spread filth and disease, as well as ravaging ruffians like Hoggish Greedly and Looten Plunder. Although buffoonish in character, they symbolize real threats to the planet. They wreak havoc on the Earth's natural resources, destroying everything in their paths and using every means available to accomplish their goals.

"We wanted to create villains representing specific environmental problems," Boxer explains. "For instance, dumping garbage is part of Sly Sludge's character. He dumps all kinds of trash including toxic waste into oceans, parks, people's backyards, anywhere he wants. The eco-villains embody the problems, while the Planeteers embody the solutions."

"The series' characters are a reflection of our society," adds Pyle. "They are metaphors for the environmental problems we currently are facing."

COMPLEX ISSUES MADE COMPREHENSIBLE

Through the personal conflict and jeopardy of the Planeteers, each episode reveals the impact and physical effects of environmental destruction. In "Last of Her Kind," an episode dealing with elephant poaching, Kwame shows Wheeler how ivory is obtained, exposing him to the tragedy that befalls this endangered species. Wheeler discovers that if he buys an ivory bracelet for Linka, he will be contributing to the problem.

CAPTAIN PLANET AND THE PLANETEERS go on inspiring adventures – part science, part magic, but always based on fact. Important environmental issues are featured in a way that is both entertaining and understandable. "This program is designed so that people will understand the issues and what they can do about them," comments Heyward.

Pyle further illustrates the point: "The issues are very complex, but after you've watched the ozone-hole episode, you will understand what creates the problem. We are making these very complex issues comprehensible and offering ways that individuals can make a difference."

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GAIA

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MORE THAN A MESSAGE

Each episode leads the Planeteers on a new adventure, but the message is always the same. "What we are showing people," says Boxer, "is that if we work collectively, if we put our powers together, we can accomplish just about anything."

"The series is first and always entertainment, but it sends an important message by informing young people about the vital need for protecting our environment," comments Heyward.

"Our philosophy," continues London, "has been to offer hope that the problems of the planet can be solved once they are acknowledged. If we can reach tomorrow's adults and encourage them to make such behavior as recycling a part of their daily routine, then we will be that much closer to accomplishing our goal."

Pyle adds, "The message of CAPTAIN PLANET AND THE PLANETEERS is simple, direct and entertaining. We must respect our planet and its resources if we are to ensure our survival."

LICENSING AND MERCHANDISING : A COOPERATIVE EFFORT

To complement the series, DIC Merchandising Enterprises, Inc., a joint venture of DIC Animation City, Inc. and Leisure Concepts, Inc., plans to release a whole line of fun-filled and imaginative products later this year. The list features apparel (for Planeteers of all ages), video games, school supplies, shoes, Halloween costumes, slumber bags and tents, lunch boxes, sports bottles and stickers.

Wherever possible, these products will use alternative sources of power, such as the Captain Planet water-powered watch that is regenerated by placing it under a water-faucet. Many licensees are using recycled materials in their packaging and products, including toys, games and other items. Merchandise will carry tags with messages encouraging awareness of the environment. Licensees will use less packaging material whenever possible and substitute shredded, recycled paper as an alternative to foam pellets. "This series has changed my life for the better," states Heyward. "If we want everyone else to change their habits, then we must begin by setting the example."

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THE POWER IS YOURS

CAPTAIN PLANET AND THE PLANETEERS has received tremendous support from stations around the country and around the world. (See attached clearance list.) In addition, it has received support from the environmental, educational and Hollywood communities. TBS and DIC Enterprises are proud to introduce this exciting, new action-adventure series that delivers an important message to all of us – ***The Power Is Yours!***

* * * * *

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CAPTAIN PLANET AND THE PLANETEERS

WORLD LEADERS LEAD THE WAY IN APPLAUDING CAPTAIN PLANET AND THE PLANETEERS℠

Broadcast executives aren't the only ones excited about the immense potential of *CAPTAIN PLANET AND THE PLANETEERS.* Here, for example, are excerpts of what some of the world's most environmentally-conscious leaders are saying.

Dr. Brent Blackwelder, *FRIENDS OF THE EARTH*

Your series has the potential to get our youth fully involved in this the most important rescue mission in history – the saving of our own planet.

Lester R. Brown, *WORLDWATCH INSTITUTE*

"Captain Planet" is a great idea... I congratulate you and your colleagues at Turner Broadcasting for once again providing the media leadership the world so desperately needs.

Noel J. Brown, *UNITED NATIONS ENVIRONMENT PROG.*

Congratulations. Once again, Turner Broadcasting is on the cutting edge of programming.

Jason W. Clay, *CULTURAL SURVIVAL, INC.*

"Captain Planet and the Planeteers" promises to fill a great need towards encouraging young people to think about the environmental issues.

Jean-Michel Cousteau, *THE COUSTEAU SOCIETY*

"Captain Planet" illustrates once again Ted commitment to making our world safer and protecting its future. I wholeheartedly support programs which stimulate, as they entertain, the leaders of tomorrow.

Dr. Devra Lee Davis, *NATIONAL RESEARCH COUNCIL*

Using cartoons to captivate children about the environment is a terrific idea which will enhance global awareness of this world.

Peter Dykstra, *GREENPEACE*

"Captain Planet and the Planeteers" will provide a redeeming and constructive alternative to the distressingly vacant programming often provided for our kids.

Dr. Jay D. Hair, *NATIONAL WILDLIFE FEDERATION*

Children are the world's most important resource. It is exciting to see such creative television programming as the "Captain Planet" series become a reality.

Denis Hayes, *EARTH DAY 1990*

You and your colleagues at Turner Broadcasting are to be lauded for your efforts. I environmental only wish your endeavor was more the norm than the exception.

Randall Hayes, *RAINFOREST ACTION NETWORK*

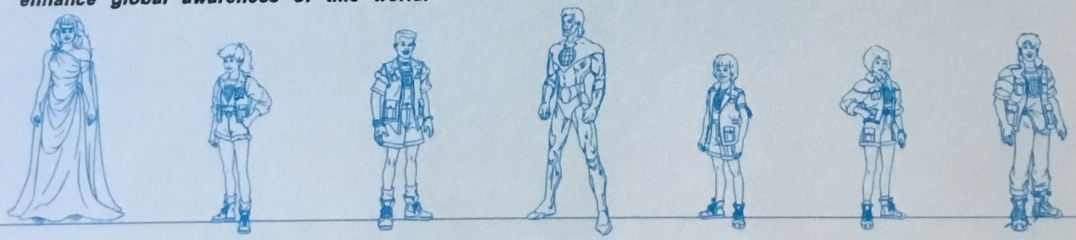
We can only hope "Captain Planet" is watched by a generation of children before it's too late.

Donald R. Lesh , *GLOBAL TOMORROW COALITION*

Your past record of outstanding – indeed prize-winning – television productions on these Turner's issues is a guarantee that "Captain Planet" will make a major contribution to broader public understanding in the United States...and be a lot of fun besides!

W. H. Linder, *THE CENTRE FOR OUR COMMON FUTURE*

[Captain Planet] is imaginative and direct, attractive to the viewers because of its modern and dynamic approach.



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Thomas E. Lovejoy, *SMITHSONIAN INSTITUTE*

The idea of a children's cartoon show built around environmental themes is fabulous. I have seen some scripts and treatments and they are terrific.

Congressman Jim Moody, *MEMBER OF CONGRESS*

"Captain Planet and the Planeteers" strikes me as the perfect vehicle – serious information in an entertaining and dramatic format.

Glenn Olds, *BETTER WORLD SOCIETY*

This is the kind of captain we need and can all salute!

Dr. Darrell Posey , *INSTITUTE OF ETHNOBIOLOGY/AMAZON*

It is about time that someone began to use the medium of animated cartoons to introduce to young people to the major ecological issues that they will face in the future.

Bonnie Reiss, *EARTH COMMUNICATIONS OFFICE*

We believe this could have the single biggest impact on children's education about the environment yet!

Jeremy Rifkin, *THE GREENHOUSE CRISIS FOUNDATION*

We need to get the kids involved in environmental issues. This show will set the pace. It's a great concept and a real innovation in kids' programming.

Dr. Carl Sagan, *CORNELL UNIVERSITY*

The idea, approach, level and projected content of "Captain Planet" are excellent and an example of what ought to be done if we are actually going to preserve our planetary environment over the next few decades. It's essential that children be motivated and involved.

Andy Spahn, *ENVIRONMENTAL MEDIA ASSOCIATION*

It's a wonderful idea to inspire children's concern for their environment with a fun and educational program.

J. Joseph Speidel, *POPULATION CRISIS COMMITTEE*

It's wonderful that a children's program is focusing on real-world problems instead of fantasy-world problems.

James Gustave Speth, *WORLD RESOURCES INSTITUTE*

It is especially important that our children be made aware of the drastic environmental changes – global warming, the extinction of countless species – that could occur in their lifetimes if we don't act soon.

Paul Winter, *PAUL WINTER CONSORT*

I salute your vision for "Captain Planet." It is a brilliant weaving of environmental truths into a form communicable to children.

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CAPTAIN PLANET AND THE PLANETEERS

Kids:

This is one place where you can find "the good guys" and "the bad guys" on the same side, the jumbled up side, that is. See how many of the CAPTAIN PLANET AND THE PLANETEERS℠ characters you can find in this word scramble. Good luck!

ARGOS BLEAK — Looten Plunder's mustachioed, mercenary muscleman.

CAPTAIN PLANET — An environmental superhero with supernatural powers. Captain Planet is the combination of the Planeteers' powers - Earth, Fire, Wind, Water and Heart - magnified.

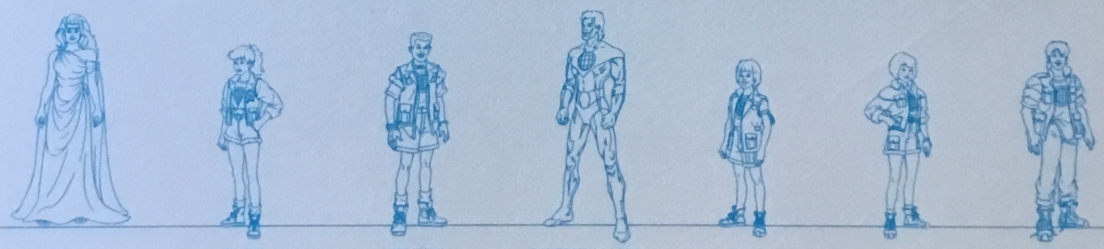
DR. BLIGHT — A super-scientist who creates biological and scientific monstrosities that wreak havoc on the environment.

DUKE NUKEM — The product of his own mad science gone awry, this hideous, "glow-in-the-dark" villain loves radioactivity.

GAIA — The spirit of the planet Earth who appears to the Planeteers either in human form or as a holographic image.

GI — The Planeteer from Asia who has the power of water and has a strong affinity for all sea creatures, especially dolphins.

HOGGISH GREEDLY — A human of pig-like proportions who lives to devour the Earth's resources, creating a wake of destruction.



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JANE GOODAIR	An environmentally concerned auto designer.
KWAME	The Planeteer from Africa who brings quiet leadership to the group and has the power of Earth.
LEADSUIT	Duke Nukem's lead-suited, dim-witted errand boy.
LINKA	The Planeteer from the Soviet Union who is analytical with a strong background in computers and music and whose power is wind.
LOOTEN PLUNDER	He's suave and urbane and he plunders the planet for profit.
MAL	The temperamental computer who aids the evil Dr. Blight.
MA-TI	The telepathic Planeteer from South America with vast knowledge of the rainforest and whose power is heart.
RIGGER	Greedly's sniveling sidekick.
SLY SLUDGE	The ultimate con man, he pollutes the Earth by dumping garbage and toxic waste.
VERMINOUS SKUMM	A rat-like individual, who is the embodiment of disease and filth.
WHEELER	The Planeteer from North America who is impulsive and street-wise and has the power of fire.
ZARM	Gaia's nemesis who seduces people with power then watches while they engineer their own destruction.

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A R E D N U L P N E T O O L
J A N E G O O D A I R B C D
H T R V Q L S P T O Z E F G
H O G G I S H G R E E D L Y
H I D J O K A K N I L G R T
M M U K S S U O N I M R E V
S T K U R U B W G X Z N C Y
Z J E N E R A L C V A W A A
B L N C L D T E E L R F F T
G I U H E I H J P A M R I I
K A K L E M G N A K K I O U
N T E O H P I Q R W S G L S
T S M U W A L V M A L G S D
W S M A T I B Z Y M A E I A
B O C P D A R E F E E R N E
G R A H E G D U L S Y L S L
I C I O R T Y N U C I T J K

GAIA LINKA KWAME CAPTAIN PLANET

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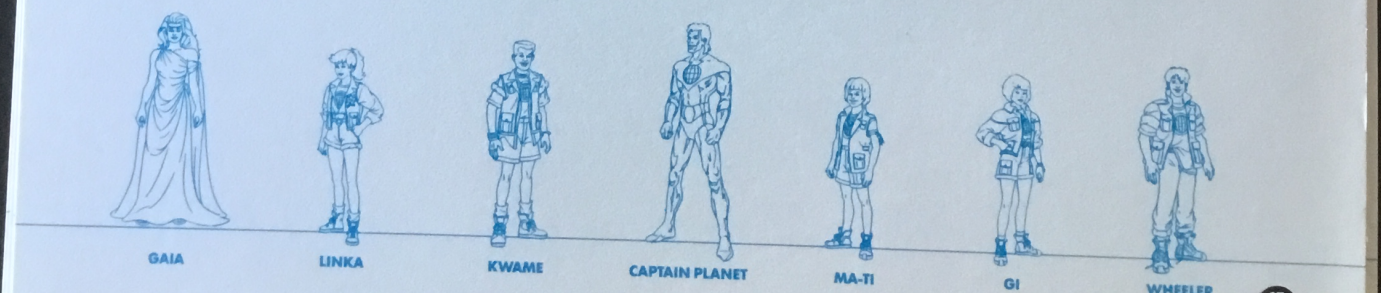
CAPTAIN PLANET AND THE PLANETEERS

SCHEDULED EPISODES

EPISODE TITLE	SUBJECT	VILLAIN(S)
"Hero for Earth"	*Oil Spills*	Hoggish Greedly
"Last of Her Kind"	*Elephant Poaching*	Looten Plunder
"Dead Seas"	*Drift Net Fishing*	Hoggish Greedly
"Polluting by Computer"	*Toxic Waste Dumping*	Dr. Blight/Sly Sludge
"Population Bomb"	*Over-Population*	General Claw
"Ozone Hole"	*Ozone Depletion*	Duke Nukem
"Beast of the Temple"	*Strip Mining*	Hoggish Greedly
"Rain of Terror"	*Acid Rain*	Verminous Skumm
"Volcano's Wrath"	*Garbage Dumping*	Sly Sludge
"Skumm Lord"	*Rain Forest Medicines*	Verminous Skumm
"Deadly Ransom"	*Nuclear Waste*	Dr. Blight/Duke Nukem
"Tree of Life"	*Deforestation*	Dr. Blight
"A World Below Us"	*Ocean Dumping*	Sly Sludge
"The Littlest Planeteer"	*Air Pollution*	Dr. Blight
"The Conqueror"	*Abuse of Power*	Zarm
"Ultimate Pollution"	*War*	Looten Plunder
"Meltdown Syndrome"	*Nuclear Meltdown*	Duke Nukem
"Don't Drink the Water"	*Water Pollution*	Multiple villains
"Heat Wave"	*Greenhouse Effect*	Sly Sludge/Dr. Blight
"Plunder Dam"	*Inappropriate Development*	Looten Plunder
"Kwame's Crisis"	*Garbage/Landfills*	Sly Sludge
"The Two Futures" (Part 1)	*Visions of the Future*	Dr. Blight/Hoggish Greedly
"The Two Futures" (Part 2)	*Visions of the Future*	Dr. Blight/Hoggish Greedly
"The Smog Hog Invasion"	*Smog*	Hoggish Greedly
"Mission to Save Earth" (Part 1)	*Military Conversion*	Multiple villains
"Mission to Save Earth" (Part 2)	*Military Conversion*	Multiple villains



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AND THE PLANETEERS

PRODUCTION CREDITS

Original Concept by.....R.E. Turner

Executive Producers.....Andy Heyward, Robby London & Barbara Y.E. Pyle

Supervising Producers.....Nicholas Boxer, Will Meugniot, Thom Beers & Cassandra Schafhausen

Directors.....Will Meugniot & Larry Houston

Story Editors.....Bruce & Reed Shelly

TBS Executive in Charge of Production.....Nicholas Boxer

TBS Executive in Charge of Operations.....Roger Mayer

DIC Executive in Charge of Production.....Winnie Chaffee

DIC Vice President of Talent.....Marsha Goodman

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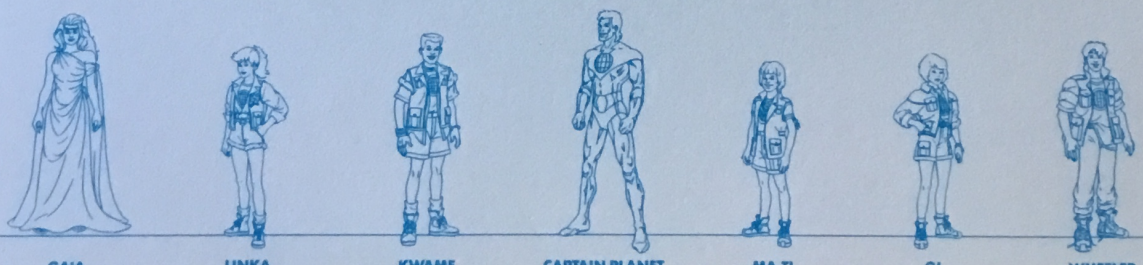
Licensed and Merchandised by.....DIC Merchandising Enterprises, Inc. & Leisure Concepts, Inc.



GAIA LINKA KWAME CAPTAIN PLANET MA-TI GI WHEELER

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CAPTAIN PLANET AND THE PLANETEERS

CELEBRITY VOICES SPEAK OUT ABOUT CAPTAIN PLANET AND THE PLANETEERS

Edward Asner (Hoggish Greedly) "Hoggish Greedly is a wonderfully challenging villain for me to portray – he is so evil and beastly. This job has a double whammy for me. In addition to my ego and the gratification of doing good work, there's a second responsibility here, which is to encourage and instruct the next generation in saving and preserving Mother Earth."

LeVar Burton (Kwame) "The environmental issue is one that involves us all. Our Earth has been so giving and loving and supportive to us and we haven't respected that gift at all. I say to kids all the time, 'Consider the Earth your mother and treat her that way. Treat her with respect and honor.' Why am I doing this show? Because we must turn our attention to this area of our lives. If we don't, all other issues become moot."

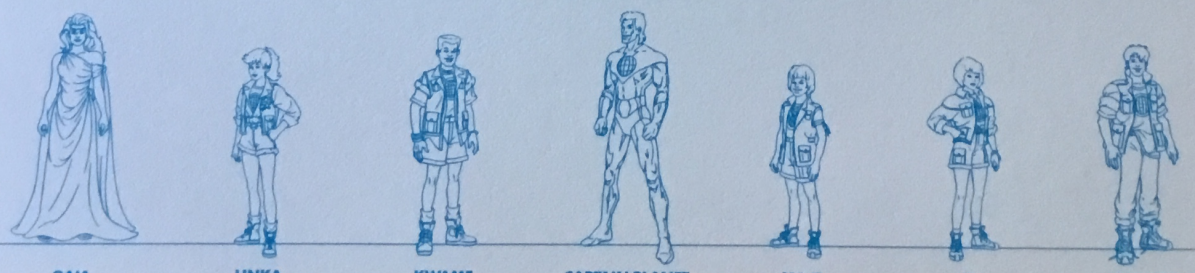
David Coburn (Captain Planet) "The young people of the world today need a superhero like Captain Planet. When I was a kid, my superheroes were responsible for the well-being of cities like Metropolis and Gotham City. Captain Planet is responsible for the well-being of the entire globe."

James Coburn (Looten Plunder) "I'm happy to help CAPTAIN PLANET AND THE PLANETEERS save the Earth in any way I can."

Joey Dedio (Wheeler) "CAPTAIN PLANET AND THE PLANETEERS is important because it's both entertaining and educational. There is a lot of important information in these shows. I, myself, have learned a lot about the environment. I can just see it now. Next year kids will be shouting 'Go Planeteers!' because everyone will want to be a Planeteer."

Phyllis Diller (Jane Goodair) "I've always personally been very much aware of the ecology in that I avoid all kinds of waste. It's very important that children learn how to work together and how not to be wasteful and careless. I believe CAPTAIN PLANET AND THE PLANETEERS will help them learn good habits."

Whoopi Goldberg (Gaia) "I know one of the best ways to reach me, when I was a kid, was through cartoons. Kids watch them closely – every move, every nuance. I think this is still one of the best ways to reach kids today. I love this project, and I think they will too. It's a lot of fun."



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Janice Kawaye (Gi) "Before I started working on CAPTAIN PLANET AND THE PLANETEERS, I was not environmentally conscious, but now I am much more involved. I've learned a lot about recycling and conserving. I'm doing everything I can as an individual to make this world a better place to live."

Mark Langston (Computerized Security System) "Once you have children, you realize that you want the Earth to be here for them and for their children as well. You want to be able to do something to help stop the destruction of the planet. That's why I feel fortunate to be a part of this show. Hopefully, it will get more people motivated to do something for the environment."

Scott Menville (Ma-Ti) "My family has been recycling for years – long before it became fashionable – so I'm delighted to be involved in a children's series that really brings the message home."

Martin Sheen (Sly Sludge) "Sly Sludge is so sleazy. This dude is low down. The good thing about him is, at least when he gets caught, he confesses to it. The only problem is, he's right back out there doing the same thing again. It's a real kick to play a bad guy for a change. This show is important because it directs the energy of our concern to young people in an entertaining way."

Kath Soucie (Linka) "An issue like saving the environment can become so overwhelming that many times people become apathetic and basically end up ignoring the problem. One of the greatest things about this show is that it illustrates that it doesn't matter how young you are, you can help make a difference."

Sting (Zarm) "There's an old American Indian saying, 'We have not inherited this world from our ancestors, we are borrowing it from our children.' We're going to have a lot of explaining to do in 20-years' time when our kids ask, 'What happened to the forests?' That's why I think a show like this is so important."

Dean Stockwell (Duke Nukem) "I've always enjoyed playing characters that are dangerous and offbeat, and to be able to send a positive message to the public through an evil character makes it even more fun. I think maybe my alter-ego is either a mobster or a psychotic."

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CAPTAIN PLANET
AND THE PLANETEERS

THE ECO-VILLAINS
THE PLANET'S TEN MOST WANTED LIST

HOGGISH GREEDLY[SM]: A human of pig-like proportions, Greedly lives to devour the Earth's resources, creating a wake of destruction.

RIGGER[SM]: Greedly's sniveling sidekick.

VERMINOUS SKUMM[SM]: A rat-like individual, Skumm is the embodiment of disease and filth. Aided by his rat pack, he spreads pollution for the sheer joy of it...the dirtier, the better.

LOOTEN PLUNDER[SM]: He's suave, he's urbane and he plunders the planet for profit. Motivated by money, Plunder will stop at nothing to achieve his goals, including the extinction of species, the clear-cutting of rain forests and the destruction of cultures.

ARGOS BLEAK[SM]: Plunder's mustachioed, mercenary muscleman.

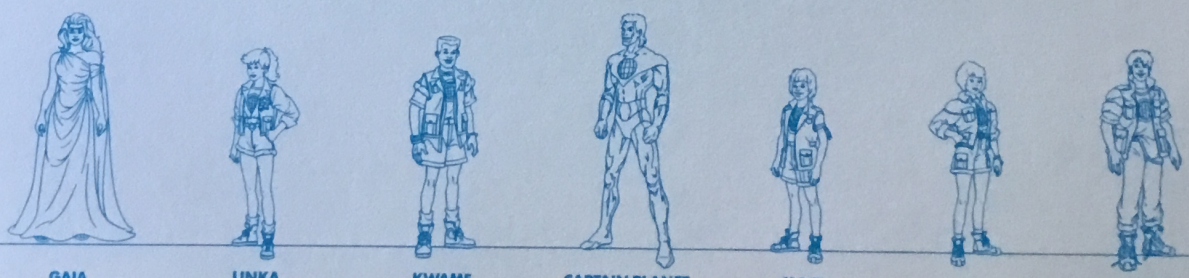
SLY SLUDGE[SM]: The ultimate con-man, Sludge pollutes the Earth by dumping garbage and toxic waste into oceans, national parks and people's backyards – whatever he can get away with – always pretending to be a good guy.

DR. BLIGHT[SM]: This super-scientist uses her vast knowledge to create biological and scientific monstrosities that wreak havoc on the environment. Aided by MAL, her temperamental computer, she brings life to environmental problems.

DUKE NUKEM[SM]: The product of his own mad science gone awry, this hideous "glow-in-the-dark" villain loves radioactivity. If there's a nuclear accident, count on Duke Nukem to be there to make things worse.

LEADSUIT[SM]: Nukem's lead-suited, dim-witted errand boy.

ZARM[SM]: A war-like Earth spirit, Zarm is Gaia's nemesis. He seduces people with power, then watches while they engineer their own destruction.



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VOICE CREDITS

SERIES REGULARS

DAVID COBURN (Captain Planet) – "thirtysomething," "Growing Pains," "The Fabulous Baker Boys," "The Doors," "The Jazz Singer."

WHOOPI GOLDBERG (Gaia) – "The Color Purple," "Jumpin' Jack Flash," "Burglar," "Clara's Heart," "Star Trek: The Next Generation."

LEVAR BURTON (Kwame) – "Star Trek: The Next Generation," "Roots," "Reading Rainbow."

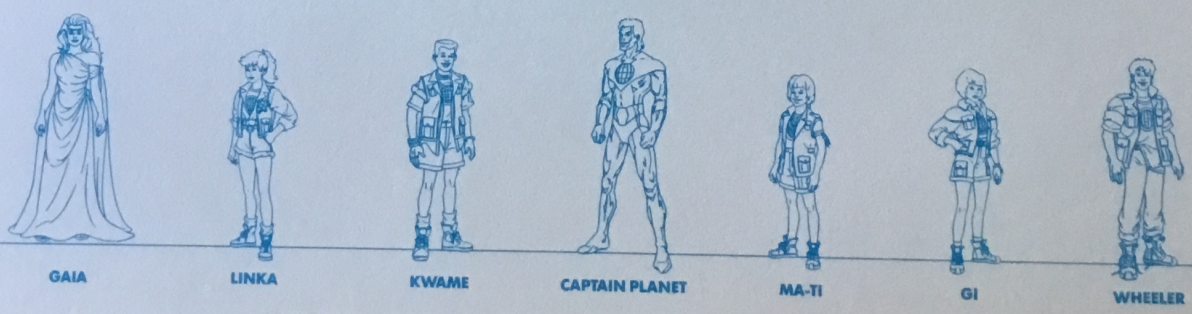
JOEY DEDIO (Wheeler) – "The Karate Kid," the TV series.

JANICE KAWAYE (Gi) – "Sixth Street Kids," "Night of the Comet."

SCOTT MENVILLE (Ma-Ti) – "The Real Ghostbusters," "Ernest Goes to Camp," "Newhart."

KATH SOUCIE (Linka) – "The Real Ghostbusters," "The Slimer Show," "Jem," "Denver, the Last Dinosaur," "Raggedy Ann and Andy," "Tiny Toons."

FRANK WELKER (Leadsuit/Animal Voices) – "Raiders of the Lost Ark," "Trolls," "Star Trek III: The Search for Spock."



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GUEST VOICES

EDWARD ASNER (Hoggish Greedly) – "The Mary Tyler Moore Show," "Lou Grant," "Roots."

JAMES COBURN (Looten Plunder) – "The Magnificent Seven," "The Great Escape," "Charade," "Our Man Flint."

TIM CURRY (Mal) – "The Rocky Horror Picture Show," "Legend."

PHYLLIS DILLER (Jane Goodair) – "Splendor in the Grass," "Boy, Did I Get a Wrong Number!," "Eight on the Lam," "The Private Navy of Sergeant O'Farrell."

JEFF GOLDBLUM (Verminous Skumm) – "The Big Chill," "Silverado," "The Fly," "Earth Girls are Easy."

MARK LANGSTON (Computerized Security System) – California Angels Pitcher.

DAVID RAPPAPORT (Mal) – "The Wizard," "L.A. Law," "Time Bandits," "The Bride."

JOHN RATZENBERGER (Rigger) – "Cheers," "Superman," "Reds," "Gandhi," "The Empire Strikes Back."

MEG RYAN (Dr. Blight) – "Top Gun," "D.O.A.," "When Harry Met Sally...," "Joe Versus the Volcano," "The Doors."

CHARLIE SCHLATTER (Hoggish Greedly, Jr.) – "Bright Lights, Big City," "18 Again," "Heartbreak Hotel," "Ferris Buehler," the TV series.

MARTIN SHEEN (Sly Sludge) – "Wall Street," "Apocalypse Now," "Gandhi."

STING (Zarm) – "Dune," "The Bride," "Julia and Julia."

DEAN STOCKWELL (Duke Nukem) – "Dune," "Blue Velvet," "Beverly Hills Cop II," "Married to the Mob," "Quantum Leap."

FLOYD RED CROW WESTERMAN (Chief Yellow Feather) – "Son of the Morning Star," "Dances With Wolves."

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CAPTAIN PLANET AND THE PLANETEERS

CAST OF CHARACTERS

CAPTAIN PLANET[SM]: An environmental superhero with supernatural powers. Captain Planet is the combination of the Planeteers' powers – Earth, Fire, Wind, Water and Heart – magnified. He can become any one of these forces. However, if Captain Planet is exposed to pollutants–acid rain, toxic waste, smog, etc. – his powers are temporarily weakened, and he must return to the Earth to "recharge."

GAIA[SM]: (Guy-uh) The spirit of Earth. She can appear to the Planeteers either in a human form or as a holographic image. Gaia lives with the Planeteers on Hope Island and acts as their advisor. From her "Planetvision" monitors, Gaia and the Planeteers can view the entire world, especially the eco-villains.

PLANETEERS

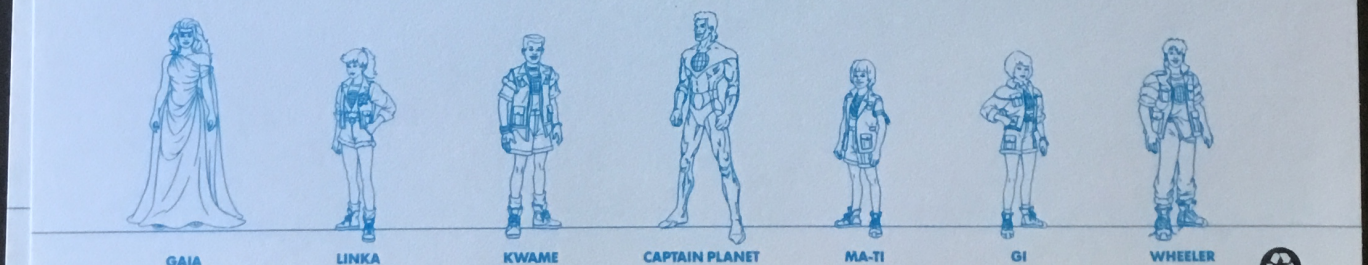
GI[SM]: Gi (Ghee) is from Asia and is trained in marine biology. She has a strong affinity for all sea creatures, though she is especially fond of dolphins. A skilled diver and surfer, her power is ***Water.***

KWAME[SM]: Kwame (Qua-me) is the conservationist of the group. From Africa, he has seen forests turn into deserts and wildlife disappear. Kwame's integrity brings quiet leadership to the Planeteers. His power is ***Earth.***

LINKA[SM]: The Soviet Linka is the most cerebral of the five. She is analytical, with a strong background in computers and music. Her power is ***Wind.***

MA-TI[SM]: At 12, Ma-Ti (Mah-Tee) is the youngest of the group. Raised by a Kayapo Indian shaman, he has the hidden knowledge of the rainforest, including the unique healing powers of the great forest's plants. His power, ***Heart,*** allows him to communicate telepathically with the other Planeteers and sense the feelings of all beings.

WHEELER[SM]: Wheeler is an impulsive, street-wise teenager from North America. He's always ready with a glib remark, providing comic relief, sometimes at inopportune moments! Wheeler's power is ***Fire.***



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AND THE PLANETEERS

THE VOICES

TBS and DIC are proud to work with the stars who have committed their time and lent their voices to making this series a success.

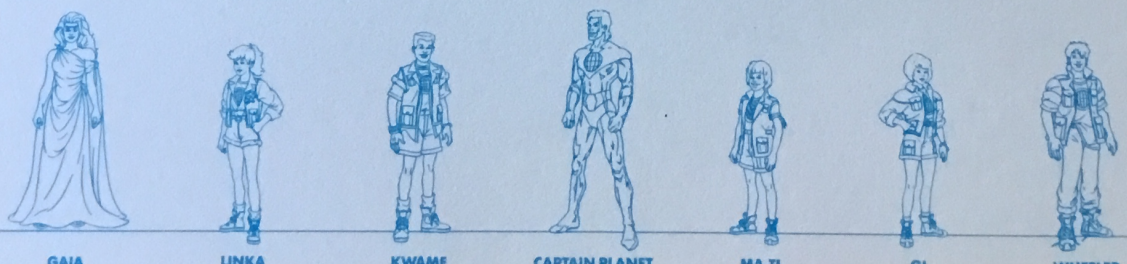
HEROES FOR PLANET EARTH

CAPTAIN PLANET	DAVID COBURN
GAIA	WHOOPI GOLDBERG
GI	JANICE KAWAYE
KWAME	LEVAR BURTON
LINKA	KATH SOUCIE
MA-TI	SCOTT MENVILLE
WHEELER	JOEY DEDIO

ECO-VILLAINS

DR. BLIGHT	MEG RYAN
DUKE NUKEM	DEAN STOCKWELL
HOGGISH GREEDLY	EDWARD ASNER
LOOTEN PLUNDER	JAMES COBURN
SLY SLUDGE	MARTIN SHEEN
VERMINOUS SKUMM	JEFF GOLDBLUM

HOGGISH GREEDLY, JR.	CHARLIE SCHLATTER
LEADSUIT	FRANK WELKER
MAL	DAVID RAPPAPORT
	TIM CURRY
OOZE	CAM CLARKE
RIGGER	JOHN RATZENBERGER
ZARM	STING



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THE CREATORS

CAPTAIN PLANET AND THE PLANETEERS[SM]

A co-production of Turner Broadcasting System, Inc. and DIC Enterprises, Inc.

DIC Enterprises is one of the world's foremost producers of children's programming. The company currently has nine network and five first-run syndication series in release. The DIC team brings together some of the top talent in the fields of entertainment, promotion, and marketing. Their credits include "The Real Ghostbusters," "Alvin and the Chipmunks," "Kissyfur" and "Super Mario Bros. Super Show," to name a few.

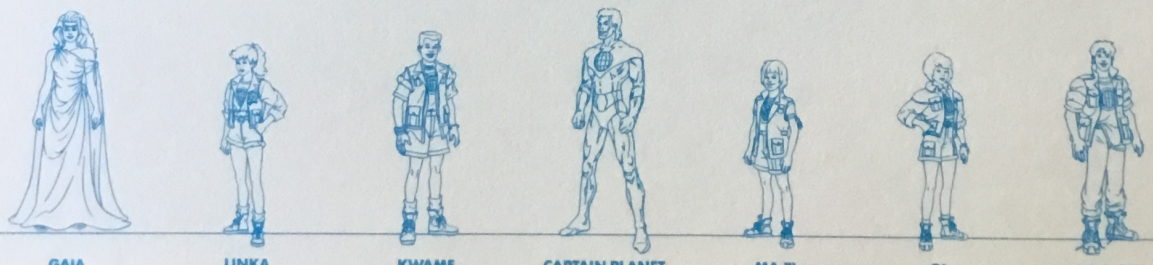
R.E. TURNER, Board Chairman and President, TBS. Turner originated the concept of "Captain Planet" as a way of using television to make people more aware of environmental issues. He has established a tradition of innovation in television programming.

ANDY HEYWARD, President, DIC. The driving force behind the DIC/Leisure Concepts joint venture, Heyward's aggressive style and unwavering commitment to quality family programming have helped make DIC a world leader.

ROBBY LONDON, Senior VP, Creative Affairs, DIC. With invaluable experience as both a writer and producer of numerous top-rated series, London supervises the story editors on the series and maintains an overview of the entire production effort.

BARBARA Y.E. PYLE, VP Environmental Policy, TBS SuperStation and Environmental Editor, CNN. Pyle, an award-winning producer and internationally recognized environmental activist, is a United Nations Global 500 Laureate. She brings her vast experience, vision and conviction to the series, overseeing the production process and acting as the environmental consultant for the series.

NICHOLAS BOXER, Director of Development, Turner Entertainment Networks. Boxer, an award-winning producer, writer and director of environmental documentaries, wrote the treatment for the pilot episode. His extensive background in post-production earned him the NCGA Broadcast Award for his work producing computer animation. Boxer supervises the environmental and creative aspects of the series.



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WILL MEUGNIOT, Producer/Director, DIC. Animation-veteran, Meugniot is responsible, in part, for the success of the top-rated series "The Real Ghostbusters." He brings his vast knowledge and expertise to CAPTAIN PLANET AND THE PLANETEERS.

CASSANDRA SCHAFHAUSEN, Producer, DIC. In addition to developing the Emmy-nominated "Madeline" special for DIC, Schafhausen has spent 15 years at Mattel Toys, where she was involved in all creative aspects of the company.

THOM BEERS, Director of Development, Turner Entertainment Networks. As a producer of environmental documentaries, Beers has won numerous awards for his productions. He is recognized in the field of global broadcasting and distribution. Prior to joining TBS, Beers was a commercial producer in New York City.

ROGER MAYER, President and CEO, Turner Entertainment Co. Mayer is a veteran of 38 years in the entertainment industry, including 25 years at MGM as Senior Vice-President of Administration and President of the MGM Laboratories. He oversees the administrative aspects of the production.

WINNIE CHAFFEE, VP of Production, DIC. Chaffee brings her production and animation experience to CAPTAIN PLANET AND THE PLANETEERS. As Executive in Charge of Production for DIC, she is responsible for coordinating efforts between DIC and animation companies overseas. She began her career in Taiwan at Wang Film Productions.

REED AND BRUCE SHELLY, Story Editors, DIC. Prior to their work on CAPTAIN PLANET AND THE PLANETEERS, this father-son writing team worked on 65 episodes of "C.O.P.S." as story editors and on 52 episodes of "Super Mario Bros. Super Show" as supervising and story editors.

MARSHA GOODMAN, VP Talent, DIC. Head of the talent department at DIC, Goodman coordinates the casting and directing of voice-recording sessions on over 300 half-hour shows, including "The Real Ghostbusters," "Captain N," "Super Mario Bros. Super Show" and CAPTAIN PLANET AND THE PLANETEERS.

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